

Remarks by Mayor Paul Fraim
\$50,000 Gift Presentation to MacArthur Memorial
Friday May 17, 2013
11:30 AM

Thank you and good morning.

I would like to take a moment and thank Col. Bill Davis, the MacArthur Foundation Board and Judge Matthews for inviting me to be with you today.

Let me also acknowledge Alessandro Mariani, Director of Business Development, Luxottica USA and our friends from Ray-Ban. Their donation of \$50,000 reinforces the international face of the MacArthur Memorial, especially the links that General MacArthur had with the Ray-Ban Brand. Thank you for your generous donation and for joining us here today.

Few sunglasses have occupied such a storied place in American culture and history as Ray-Bans.

From Presidents to movie stars, rock stars to artists, fashion designers to runway models, there's not a generation alive that can't remember owning – or wanting to own – a pair of the iconic Aviator sunglasses.

While Ray Bans now can be seen on the next generation of Hollywood style setters, the famed sunglasses had a much more practical and humble beginning.

Founded in 1937 by Bausch & Lomb, the first Ray Ban sunglasses were created for the U.S. Army Air Corp. The Army was looking for a sunglass to protect aviators from the damaging rays of the sun, but also a sunglass that would look elegant on the dashing airman of the day.

The U.S. Army Air Corps pilots instantly took to the sunglasses, earning Ray-Bans the moniker "Aviator Glasses" -- a term which now describes all sunglasses with designs that are similar to the original Ray-Ban.

But the classic image for Ray-Ban sunglasses is, hands down, the iconic photo of General MacArthur wading ashore at Leyte (lay-tee) on October 27, 1944 as he kept his promise to return to the Philippines.

General MacArthur's mother – Mary Hardy – was born and raised in Norfolk and he always considered Norfolk his home. Shortly before his death arrangements were made to transform the historic old City Hall Building – designed by

Thomas U. Walter, architect of the dome of the U.S. Capitol – with a museum depicting the General's life and as the final resting place for he and his wife Jean.

Norfolk is honored to have the MacArthur Memorial in our city and we appreciate these great partnerships that allow the Memorial to continue the great work that it does.

We are proud to call General MacArthur a native son and proud of our connection to one of the nation's greatest military leaders.

And we are grateful for the generous contribution of Ray-Ban for the Memorial's new facility so that we can continue to honor the memory of General MacArthur and never forget the sacrifice that so many endured during the Second World War.

So Mr. Mariani, on behalf of the City of Norfolk, thank you for your company's interest and support of the MacArthur Memorial.

In closing, I would also like to extend thanks to Col. Davis, Judge Matthews and everyone at the MacArthur Memorial, for all you have done and continue to do to keep not just the General's memory alive, but the sacrifices he and millions of other Americans made in two world wars to protect the freedom we continue to enjoy today.